

Community  
Spirit Upheld

# THE BEACH NEWS

Circulating in  
Every Home

Promoting the Progress of the Beach and Bay Sections of San Diego and Point Loma Peninsula  
Comprising Ocean Beach, Pacific Beach, Mission Beach, Chatsworth, Catalina, Glenartney, Loma Portal, Roseville and Point Loma Heights

VOL. 2—NO. 10

4829 SARATOGA AVENUE

Ocean Beach, California, March 9, 1923

PHONE POINT LOMA 17

FIFTY CENTS A YEAR  
FIVE CENTS THE COPY

## THANK YOU, FRIEND FRED!

**City Manager Rhodes Is Fast Fulfilling His Promise of Providing More Lights Among Dangerously Dark Areas at the Beach.**

The "one lone light" bugaboo of the Beach is now relegated to the tomb of old King Tut, and forms a happily forgotten memento of the dim and darkened past.

City Manager Fred Rhodes has come to the rescue with more arc lights for Ocean Beach.

Santa Monica avenue at Ebers street is nightly blessed with radiance from a newly installed electric street lamp, and so is Saratoga avenue at De Foe street.

The lights were switched on this week, following the placing of tall poles and the installation of the requisite equipment for the latest style swinging corner lamps. The resultant refulgence in a neighborhood formerly dangerously "dark as midnight" causes the many inhabitants thereof to rise up and call "Friend Fred" an all 'round good fellow!

More power to you, Mr. City Manager. Keep up the good work!

And some of these nights in the very near future may Ocean Beach gleam and glitter with myriads of lights like unto the scintillating bejeweled headgear crowning the most famous queen of 'all history!

**HOT BREAD, only 10 cents a loaf, direct from Chris Homeyer's Bakery; can be had daily, 3:30 p. m., at the Ocean View Grocery, corner Santa Monica and Abbott Sts., opposite the merry-go-round.**

## BOOST AND VOTE FOR E. F. HASTINGS

**Candidate for Board of Education, Who Will Work For Better School Facilities in the Beach, Bay and Peninsula Districts.**

Election day is fast approaching and if you want to have a Junior High School established in this glorious home district, now is the time to get out and work for a candidate who is one of us and for us and with us in every fight for beach, bay and peninsula improvements.

**Boost and vote for Hastings.**

He is the representative Beach candidate for the Board of Education. In his recent speech at the O. B. Chamber of Commerce, of which he is a progressive member, Mr. Hastings said it was something terrible to compel school children to leave Ocean Beach at 6:45 in the morning and not return until 5 or 6 o'clock in the evening in order that they might attend to their school duties.

Edgar F. Hastings has two girls of his own, one of whom has to put in those unseemly hours in order to attend the Junior High School in the city, and he is mightily up in arms against such nullifying conditions concerning the home life of his fellow residents of this district.

**Boost and vote for Hastings.**

**Boost for a Junior High School.**

**VIOLET AND GOLD**

(Reported by Sam Lipsett)

The Boy Scout meeting was held in the Amphitheater last Friday evening. Games were played and everyone had a good time. Boxing will be held at the next meeting, which will take place at the Baptist Church tonight at 7:45 o'clock. Every parent is invited to attend.

**Vote for the Library Bonds.**

## "LET'S MAKE A CITY HERE"

**Stephen Bjarnson, Candidate For Common Council, Voices Very Vivid Views Concerning Our Own Ocean Beach.**

Stephen Bjarnson is a candidate for the Common Council at the primary election to be held on March 20, and his platform is well and strongly built. Mr. Bjarnson is a thinker and an analytical student of municipal affairs. In his announcement, he says:

"Ocean Beach is practically a city apart from San Diego. It should receive a greater portion of the taxes for its own improvement."

Mr. Bjarnson also has a positive opinion on public utilities and says: "I shall resist every attempt to have telephone toll charges between San Diego and its environs."

"Easy and cheap communication makes for social and commercial intercourse."

"An inventory and correct appraisal of the properties of public utilities serving us should be made and thus base rates fixed on true valuations."

"Let's make a city here," emphatically says Mr. Bjarnson.

"Cities don't just grow or happen; God made the countryside, but real men and women make a city and usually in fierce competition."

Mr. Bjarnson is a man of command presence, with a strong vigorous personality, and is very successful in his realty and insurance business, with offices at 934 Eighth street, San Diego. His hosts of friends predict for him a big triumph in his candidacy for the Common Council.

Phone Point Loma 92, and "Big Bill" Andrews will give you prompt TAXI service at any hour.

## BIG PUBLICITY 'STUNT'

**OCEAN BEACH BOOSTED AT THE SCIOIS' FROLIC**

Under the authority of the O. B. Chamber of Commerce a special booth was fitted up this week at the Sciots' Frolic in the Civic Auditorium, Balboa Park, for the purpose of boosting Ocean Beach.

Dozens of placards, artistically painted in bright colors by the town's skillful sign man, C. T. Townsend Brown, were conspicuously arranged for the purpose of calling attention to the candidacy of pretty little Charlotte Louise Peltcher in the baby contest, Officer Harold L. Reama in the popularity contest for uniformed men, The Beach News as the representative community paper, and announcing the advantages of joining the O. B. Chamber of Commerce.

It is a fine publicity stunt for Ocean Beach in general.

Tomorrow night (Saturday being the closing evening of the big carnival) special efforts will be made to boost the Beach and the contestants for the popularity prizes. A committee of ladies composed of Mrs. Charles H. Peltcher, Mrs. Bert Schneider, Mrs. Harold L. Reama, Mrs. James Froide and Our Own Katherine will circulate cards and sell tickets, besides distributing free hundreds upon hundreds of copies of this week's edition of The Beach News in a most judicious manner among the thousands that will be in attendance.

It promises to be a great night. So be there and join in the jollification, and boost, BOOST, BOOST for Ocean Beach!

The Beach News is an independent paper in all that the word implies.

## RINEHART IS A BUSY CANDIDATE

**Popular Aspirant for Mayoralty Addresses O. B. Chamber of Commerce in Successful Swing 'Round the Suburbs.**

At the regular meeting of the Ocean Beach Chamber of Commerce last Monday night, held in the Ocean Theater, a number of standing committees for the year were named by President W. H. Culmer, several additions and changes being suggested by various members. A complete revised list will be published next week.

After the transaction of the usual business routine the meeting was addressed by Charles E. Rinehart and Edgar F. Hastings on behalf of their candidacies, respectively, for the mayoralty and the Board of Education.

Both Mr. Rinehart and Mr. Hastings were duly nominated and elected as new members of the Chamber.

Mr. Rinehart was greeted with pronounced favor for his remarks about the easy accessibility of Ocean Beach as the only logical beach resort of the city. He also announced his stand for a pier or jetty protection at the beach in order to provide perfect safety for bathing, and outlined his policy of presiding over a body with justice to all and the betterment of suburban localities, particularly Ocean Beach.

Mr. Hastings was warmly greeted for his decided stand on the school question in reference to locating a Junior High School in the beach and bay district. He mentioned the fact of his being a Point Loma man and it is known that his building knowledge would be of most valuable assistance to the board.

The social evening of the Chamber has been postponed from the second Monday of the month to the fourth, when a specially arranged program will be presented.

## ALLIGATOR ROCK LODGE

**Famous Show Place to Be Improved and Conducted by the Proprietors of Grossmont Inn**

W. W. Bruce, publisher of a monthly trade journal in Chicago and the owner of Alligator Rock Lodge, one of the show places at Ocean Beach, has returned to the Windy City, after a short visit here. During his stay at the Beach, Mr. Bruce arranged a long lease of the famous lodge to Mr. and Mrs. Tawler, proprietors of Grossmont Inn, and immediate steps will be taken to rehabilitate the Alligator Rock property and place it in the class and prominence now enjoyed by the Trawlers' present high-standing resort for city folks and tourists. Details of the improvement to be made at Alligator Rock Lodge will be published later.

## Seen, Heard and Said

Capt. C. E. Wood of the fire department has moved into J. H. Robinson's new house, corner Cable street and Brighton avenue.

"Dad" Morris is dolling up the Blue Front on the "main stem" in readiness for the early opening of the spring season. A new coat of bright blue paint, with white trimmings, has made the exterior especially attractive.

Mrs. H. Lipsett says the beach folks are responding splendidly to her announcements for help in clearing her O. B. Dry Goods stock, in readiness for removal to her new store, now in course of construction on Newport avenue.

When you want a TAXI phone Point Loma 92, and you'll get prompt and satisfactory service.

## PRETTY, POPULAR BABY PELTCHER

**Dedicated to CHARLOTTE LOUISE PELTCHER**

Written by Budd Carberry, Ocean Beach, Calif., Mar. 7, 1923.

Yes, I'm Baby Peltcher,  
Born at Ocean Beach,  
On a Halloween—the stork was seen,  
With a great big juicy "peach."  
THAT WAS "ME."

My age is fifteen months,  
Born October thirty-first.  
I can walk and talk and run a race,  
You bet I'll get there or burst—  
THAT IS "ME."

I'm entered in a baby show,  
And I know I'll be some class,  
If they all must stand inspection,  
Then you bet I'm sure to pass—  
ONLY "ME."

If only we was all there was,  
And there wasn't any more,  
The days would seem so lonely then,  
But I'm only one of four—  
GET "ME."

Yes there's George, and Jessie, and  
Lynn, you know,  
We're all the same as one,  
Our motto all through life will be,  
"One for all, and all for one"—  
WITH "ME."

## O. B. LIBRARY NOTES

**Vote for the Library Bonds.**  
The children will be delighted with the book order just received at the Ocean Beach Library as follows:

Dr. Rabbit and Tom Wildcat, Hinkle; Dr. Rabbit and Grumpy Bear, Hinkle; Tiny Cottontail, Hinkle; Dr. Rabbit and Ki-Yi Cyote, Hinkle; Handy Pand, Mother Goose; Little Jenny Wren, Mother Goose; Tommy Snooks, Mother Goose; Texan Star, Allsheler; Secret Stairs, Deland; Adele Doring in Camp, North; Who Is Sylvia, Taggart.

**BOOST FOR THE LIBRARY**

## DOINGS AT THE MOVIES

**"WHAT NO MAN KNOWS"**

Following "The Man From Hell's River" tomorrow night at the Ocean Theater, where the startling movie play will be presented by an all-star cast, Clara Kimball Young will be seen Sunday night in "What No Man Knows," with a good added comedy at both performances.

As a special attraction for next Wednesday and Thursday, Manager Ericsson has booked Booth Tarkington's famous "Penrod" with the wonderful Wesley Barry in the titular character. Packed houses are predicted and it will be well to attend early in order to get your favorite seat.

## OIL AND PIGS

A New Jersey rancher who makes swine and cattle raising a specialty has hit on a practical plan to induce the swine to follow him to the slaughter pen. He goes ahead with a basin of shelled corn and sprinkles a little here and there toward the (fatal "fare the well" Brother Watkins bore the well) and the good and easily led piggies follow and then good night. Sequel. The oil promoters of Texas and California hold out big talk (lots of literature—they shout, fortune, fortune—golden land—illimitable fortunes—unheard of dividends—use the wire. Now or the books will be closed forever. Give no sleep to your eyes Mr. Slumber to your eyelids until you grasp the golden fluid, and they—the fake devils—hook a lot of innocent suckers. Oh, neighbor, beware lest you get hooked. Of course no Ocean Beachers ever get hooked.

Put "Ocean Beach" plates on your car.

## SOUVENIR BALL TOMORROW EVE

**Great Doings at the Garden of Eden, Where Wonderful Improvements Are Soon to Be Made For the Comfort and Convenience of Patrons.**

Following the frolicsome effervescence of a fine "Champagne Ball" at the Garden of Eden last night, a splendid special "Souvenir Ball" will be given tomorrow night.

And a big surprise awaits all attending devotees of terpsichore, says genial "Jimmy" Bowker, who has been hard at work this week, while Manager Benbough made a hurried hop, skip and jump up to the Angel City and back. The big and booming dance pavilion is soon to undergo some radical changes in an architectural way on the corner now occupied by the Dunn Photo Studio, where placards announce the fact of a termination of tenancy on March 15. Manager Benbough will then begin carrying out some long-contemplated plans in the alteration of entrances and exits and the addition of an attractive arcade on the corner, greatly enhancing the general appearance of the building and adding wonderfully to the comfort and convenience of the thousands of patrons.

The work will be rushed in order to have everything in ship shape for the big Naval Day celebration scheduled for April 15, which will also mark the opening of the regular spring season for 1923.

"Dad" Morris says: "Don't go back on the BLUE FRONT. I will sell Ice Cream as cheap as the other cheap guy, and will meet any competition in Ocean Beach, barring none."

## DROPPED DOWN ON THE BEACH

**A Neighborly Pair of Navy Airmen Pause in Their Flight to Purchase O. B. Cigars and Pay a Social Visit.**

When it comes to being sociable and neighborly, nobody can beat the army and navy folks. Nowadays, the brethren from North Island who use the lanes of the air for their highways, can be seen at any hour of the day darting hither and thither. If they happen to be without a smoke, it just comes natural for them to drop down on the beach and then step up the block on Newport avenue to the Ocean Beach Cigar Factory, where the rotund "Roy" Burkhardt and his aide-de-camp, "Big Bill" Andrews, are always on the job ready to serve 'em with a famous Highway or Ocean Beach Special right off the rack.

And that's just what took place during the present mid-week. The two visitors were Airmen Schultz and Wilson, and while enjoying their "smokes" they gave The Beach News an admiring "once over" to find out what's what in this thriving community. Come again, Messrs. Sky Pilots, and may your brethren do likewise.

W. O. Newman of the O. B. fire department is having a new house built on Cape May avenue, between Cable and De Foe streets.

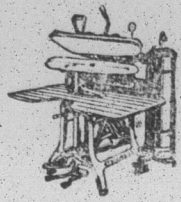
Lee Lane, a non-resident youth, was arrested last Tuesday by Officer Reama and later held in \$100 bail on the charge of petit larceny. He is reported as being caught with the goods, a five gallon can of benzol stolen from the garage station at Old Town and Ocean Beach highway.

Please mention The Beach News when patronizing our advertisers.



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Point Loma 16 Point Loma 72-J**DR. F. J. RATTY**PHYSICIAN and SURGEON  
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EXPRESS**Hay, Grain, Wood, Coal  
SEEDS, POULTRY AND  
RABBIT SUPPLIES  
1926 BACON STREET**Katherine's Kollum****TWO IN ONE**

At the home of Mrs. Robert J. Sterling, of 4867 Saratoga avenue, two birthdays were celebrated last Tuesday—one in honor of Mrs. Myra Wilkins of Sioux City, Iowa, the beloved mother of Mrs. Sterling. The other for George W. Harper's 15th birthday, oldest son of Mrs. Sterling. The following ladies were invited for afternoon tea: Mrs. Lillian Howe, Mrs. Hammer, Mrs. Fannie Tibbetts and Our Katherine. In the evening Mrs. Emma Craig of San Diego was the dinner guest. An artistically arranged birthday cake decorated in chocolate and white graced the center of the table. Mrs. Wilkins expects to return about the first of next week to Sioux City, stopping off in Los Angeles to visit with Mrs. Alice Osborne.

Mrs. Ed Barthel of 5019 Newport avenue is very ill, suffering from a very severe cold and was taken to the hospital last Wednesday.

Mr. and Mrs. W. B. Southwick of Granite City, Ill., are stopping at the Muir apartments on Muir avenue.

Mr. and Mrs. F. M. Cole, formerly at 4963 Naragansett avenue, left recently for Bellingham, Wash.

Miss Ethel Kenner is improving rapidly from her recent severe illness. Mrs. Fred Kenner, mother of Ethel, said great credit was due to Prof. N. F. Adamson, who has his well equipped offices at the Hotel Newport.

Mr. and Mrs. Everett Lloyd of 2071 Froude street are rejoicing over the arrival of a fine little baby boy.

Mrs. L. M. Wescot of 1767 Defoe street gave a stork shower last week in honor of Mrs. C. E. Allen. Dainty refreshments were served. Many beautiful baby gifts were received by the prospective mother. About twenty-five guests were present.

Mr. and Mrs. W. N. Douglass of San Diego have purchased a home from Mr. Matula on Del Monte avenue. Mr. Douglass is with the Benton Roof and Paint Co. of San Diego. Master Walter F. Moore has had his radio installed in his new home on Naragansett avenue and is again enjoying his favorite pastime.

"Dad" Morris says "It pays to advertise in the Beach News." He gave away over 300 glasses of Sunset Root beer last Sunday. "Good for you Dad."

Miss Agnes Ellis returned last Saturday from Anaheim. Miss Ellis expected to return sooner but was detained on account of sickness.

Mr. and Mrs. Bert Schneider of 4760 Voltaire street and Mr. and Mrs. Kirk Smith of the Beach News, motored to San Diego last Tuesday evening with Mr. and Mrs. Charles Peltcher. All had a jolly good time at the Scot's Frolic.

Mrs. L. M. Wescot spent the weekend in Escondido with the Weeks family.

Mrs. E. Benson and Miss Hilda Benson of Los Angeles, mother and sister of Mrs. W. N. Douglass of Del Monte avenue, are enjoying a visit with her.

Don't fail to vote for our little Miss Ocean Beach, baby Charlotte Peltcher, who is making a fine run in the popularity contest at the Scot's Frolic.

Have you visited the O. B. Vegetable Gardens and Poultry Yards at 4734 Long Branch avenue, where you can get the cleanest and freshest vegetables right from nature's soil. Mr. and Mrs. Martin will welcome you.

Two weeks ago we published an article on getting together an Ocean Beach Band. Last Monday we received a letter from a Chicago firm, addressed to the "Leader of the Band," in regards to furnishing uniforms for the band. That's going some. It pays to advertise!

Leon Smith has purchased some very desirable property on Niagara

avenue, between Bacon and Cable streets, with the intention of making glorious Ocean Beach his future home.

**MARIE'S BIRTHDAY PARTY**

Marie Elizabeth, charming young daughter of Mr. and Mrs. Charles S. Moore, celebrated her 11th birthday with a large party at her new home on Naragansett avenue last Saturday. Two tables were set in the spacious living room, which was beautifully decorated with flowers and ferns. At each child's place was a hand-painted card bearing the name which the little hostess and some of her friends had made. A daintily decorated birthday cake adorned the center of the honor table, the name "Marie" was in pink icing on a white frosting with pink roses. Ice cream was served and dancing was enjoyed. Pictures were taken of the large gathering of children, before going home. Each child went fishing and pulled up the line with a large candy Easter egg as a prize. The following invited guests were present: Nona and Lucille Neumont, Dorothy Johnson, Virginia Levy, Dorothy Russell, Alice Cunningham, Winifred Kenline, Collis Prose, Rose Scott, Gwendolyn Russell, Paul Bjarnson, Louise and Billy or guest. The grown-ups invited Strother, Walter Moore and the honoree, Mrs. Marie Schroeder, Mrs. George Furlong, Mr. G. Brocke and Mrs. Wescott. The best time they ever had was voiced by all present.

While in San Diego recently I stopped in at the Home Furniture at 1240 Fifth street and was greeted very heartily by the popular proprietor, Mr. S. Bjarnson. I purchased a beautiful dresser and chiffonier and was very much pleased with the reasonable charges for same, and also delighted with the quick delivery, receiving my furniture within two hours after I bought it. All Beach deliveries are made the same day of purchase, if desired.

**A GRATEFUL CANDIDATE**

Here's a copy of letter of gratitude Charles E. Rinehart has sent to his many Ocean Beach friends supporting his candidacy for the mayoralty:

Please accept my thanks for the personal pledge of support of my candidacy for mayor of San Diego, which has reached me through the courtesy of one of my friends.

My thirteen years' residence in San Diego has given me intimate contact with very many people and it is gratifying to find so many friends who are taking a personal interest in the campaign, and practically my entire support will come through friendly channels; through those who know me as I am."

**A DANDY CELEBRATION**

Arthur Marshall Smith, youngest son of Mr. and Mrs. J. T. Smith of Santa Monica avenue, celebrated his fourth birthday on March 1. The little folks enjoyed a dandy time playing games and the like, while the Japanese water flowers caused great excitement. The cake was pink, white and chocolate, decorated with bunny rabbits and Easter eggs.

Among those present were: Mary Beth Stoetzel, Florence Close, Margaret Lambert, Eva Smith, Noel Finley, Warren Sterling, Walter Phillips and Walter Smith.

**BUCKWHEAT AND FLOWERS**

A beautiful field of buckwheat uniform and flourishing is the property of A. L. Young on upper Muir avenue. Mr. Young is a retired rancher from Kansas and bestows much labor on his home and surrounding which commands the attention of many passing that way. His poultry yards are a model of cleanliness and his fruit gardens and flowers are arranged with much taste and skill.

**WELCOME VISITORS**

R. R. Davis and Mrs. Mary B. Krauch and daughter Betty arrived here from Los Angeles to spend a week with their parents, Mr. and Mrs. O. F. Davis on Cable street. They were as usual greeted with a hearty welcome and are enjoying their visit immensely.

KATHERINE.

You can get prompt TAXI service by calling at the Ocean Beach Cigar Factory, 5026 Newport avenue

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FRESH VEGETABLES and PLANTS

Dressed and Undressed Poultry

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BEACH DAILY

**DON'T OVERLOOK THIS**

A Saint Patrick's social will be held at the Union Congregational Church on Friday, March 16. Everyone knows the good times to be had at the Congregational Church social gatherings, and this time they expect to even go one better than ever before. Everything as Irish as can possibly be—Irish songs and speeches, Irish games and stories, and good eats. If you have never been before, come this time and see. The ladies say they know you will come again. Admission for men will be the number of cents equal to twice the size of the sock they wear. Admission for women, the number of cents equal to the number of inches of their waistline. Now, ladies, don't be afraid, for you can't beat the writer of this notice. Don't forget the date, Friday, March 16, at 7:30 o'clock—and be there.

**HOT BREAD**—Home-made every day, 10 cents a loaf, at Chris Hommeyer's Quality Grocery and Bakery, corner Voltaire and Cable streets.\*

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Nice KONTIA PALMS at 50c

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and Other Seasonable Plants

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The Ocean Beach  
Chamber of Commerce  
started the movement  
to build a  
JUNIOR HIGH  
SCHOOL

on Point Loma  
LET US ELECT  
EDGAR F. HASTINGS  
to the Board of Education  
to help us finish the job.



## OCEAN THEATRE

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"The Man From Hell's River"

With

An All-Star Cast  
AND COMEDY

COMING SUNDAY

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—in—

"What No Man Knows"

AND

"Leather Pushers"

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WITH

Wesley Barry

Admission Children 15c, Adults 30

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## THE BEACH NEWS

AN INDEPENDENT PAPER  
Promoting the Progress of the Beach  
Sections of San Diego and the  
Entire Point Loma Peninsula  
PUBLISHED EVERY FRIDAY  
4829 Saratoga Avenue, Ocean Beach,  
California

Phone Point Loma 17

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KATHERINE SMITH Sec'y-Treas.

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"Entered as second-class matter Decem-  
ber 1, 1922, at the Postoffice at Ocean Beach,  
California, under the Act of March 3, 1879."

FRIDAY, MARCH 9, 1923

THE BEACH NEWS is on sale  
regularly at the STATION NEWS  
STAND, Niagara avenue and Bacon  
street, and at FROIDE'S PHOTO  
STUDIO, Newport avenue, opp. the  
postoffice.

"COME WHERE THE OCEAN  
WAVES TO YOU," FRIEND  
LEON.

Greensboro, N. C., Feb. 23, 1923.

Dear Kirk and Kitty:

I am getting The Beach News regu-  
larly and certainly do enjoy it. Its  
the snappiest paper for its age I've  
ever seen—so snappy, in fact, that I  
already feel like I know lots of peo-  
ple at Ocean Beach. Please do not  
let me miss a single copy.

Had intended to come out there  
this year, but my plans are some-  
what upset and don't think I can.  
Just the same I am thinking of you  
two and envying your enjoyment at  
such a wonderful place. "Kathrine's  
Kollum" is the best thing I have seen  
lately. I laughed about Kirk doing all  
the crowing in this issue.

LEON M. HEWITT.

FROM KANSAS ADMIRERS

Fairview, Kansas, Feb. 25, 1923.

Editor The Beach News:

Thru the kindness of Miss Rosa  
Bouton, we are enjoying The Beach  
News. We have spent some pleasant  
summer outings at Ocean Beach in  
the Kingsbury cottages and at the  
Craig apartments, and are watching  
with interest the growth of your little  
city. We hope some day to see the  
Beach again. Wishing you success  
with your interesting paper, we re-  
main, sincerely yours,  
MR. AND MRS. CHAS. D. GRAHAM.

## OCEAN BEACH

A Jazzy Jingle by Budd Carberry.

Oh, we are trying hard to boom,  
In Ocean Beach.  
We are trying hard to boom, for  
we've got plenty of room,  
And we'll get there pretty soon—  
In Ocean Beach.

Oh, we'll soon be on the map—  
In Ocean Beach.  
We'll soon be on the map, for we've  
got plenty of snap,  
Now what do you think of that—  
In Ocean Beach.

Lots are selling pretty fast—  
In Ocean Beach.  
Lots are selling pretty fast, we're  
judging from the past,  
So grab them while they last—  
In Ocean Beach.

Oh, the chickens they grow tall—  
In Ocean Beach.  
Chickens they grow tall, and they  
kill 'em in the fall,  
For we like them best of all—  
In Ocean Beach.

Next week I'll rhyme some more—  
In Ocean Beach.  
Next week I'll rhyme some more, if  
you'll come to your door,  
And subscribe for The News, galore,  
In Ocean Beach.

HASTINGS FOR BOARD  
OF EDUCATION

Now is the time to join the O. B.  
Pressing Club conducted by "Cliff"  
Owen at his pressing, cleaning and  
dyeing establishment, 5050 Newport  
avenue. Easy number to remember—  
fifty-fifty, and so is his new tele-  
phone number, Point Loma 70-W.

THE PICTURESQUE  
TORREY PINES

BEAUTIFICATION OF ONE OF  
THE MOST WONDERFUL  
PANORAMAS OF SEA AND  
FOREST IN ALL SOUTHERN  
CALIFORNIA

"The rarest of pine trees, in their  
rugged, colorful setting, just above  
El Camino Real, the highway of the  
padres, are typical only of Califor-  
nia—CALIFORNIA, a land where  
Nature, the master artist, has had  
full sway, creating much that is of  
the unusual and the unexpected."

In one glowing paragraph, thus  
does Guy L. Fleming, the able cus-  
todian of Torrey Pines Park, describe  
the famous trees that were discov-  
ered in 1850 and that are found  
growing in only one other place in  
the whole world—that is on one of  
the Northern Channel islands—and  
are almost inaccessible, while won-  
derful pines in our gateway park  
may be visited by thousands upon  
thousands.

Guarded and preserved as they  
are today, on one of the highest ele-  
vations in the Torrey Pines Park,  
picturesquely situated about eight-  
teen miles north of San Diego, on  
the coast route, there has recently  
risen a monument that has taken the  
form of a large, rambling adobe  
lodge overhanging the painted gorge,  
one of the most picturesque bits of  
the park.

From the building and its ter-  
races the visitor enjoys one of the  
most wonderful panoramas in all  
Southern California, a combined view  
of sea and forest, of rugged hills—  
a view that is the despair of the  
artist, and almost beyond the expres-  
sion of the poet.

Fine photographic views of Torrey  
Pines, can be obtained from Fotog-  
rapher FROIDE, 5019 Newport ave-  
nue, opposite postoffice, Ocean Beach.

## Charles E. Rinehart

MORE INDUSTRIES  
MORE PAYROLLS

The utmost efficiency in the city  
government, and the enthusiastic co-  
operation of all citizens are two propo-  
sitions to the attainment of which  
Charles E. Rinehart, prominent busi-  
ness man and candidate for mayor,  
declares he will devote his efforts if  
elected.

What San Diego needs first of all  
is a business administration headed  
by a trained business man, he de-  
clared, as San Diego is now approach-  
ing that period of its development  
when commercial and industrial ex-  
pansion may reasonably be expected,  
and an essential requirement would  
be an experienced business man at  
the helm of the municipal ship.

Another ambition of Mr. Rinehart  
is to do away with factionalism,  
jealousies and the other deterring  
elements that so frequently spring up  
in any city, and to unite the citizenry  
into one compact, smoothly working  
unit for the city's betterment and  
progress.

Reception of his candidacy has  
been popular on all sides and the  
program outlined for Candidate Rine-  
hart will keep him busy every day  
until the primary election of March  
20.

Following out his announced in-  
tention of getting into personal con-  
tact with as many voters as possible,  
Mr. Rinehart addressed audiences of  
representative citizens of Pacific  
Beach and Ocean Beach at two sepa-  
rate meetings last Monday night.

The candidate spoke before the  
Pacific Beach Community league at  
8 o'clock. His theme was co-opera-  
tion, without which he said no group  
of citizens, be they representative of  
a section or a community, could hope  
to attain the utmost measure of pro-  
gress. The administration of a city,  
he maintained, should be along busi-  
ness lines, with full efficiency in all  
branches.

Accompanied by Secretary Thomas  
Armstrong of the San Diego-Califor-  
nia Club and other friendly boost-  
ers, Mr. Rinehart came direct from  
Pacific Beach to Ocean Beach, where  
he spoke before a very attentive and  
representative audience and his ad-  
dress being warmly approved.

ARE YOU a subscriber? If not,  
why not? Only 50 cents a year, in  
advance.

It's Not Far to a FABER Store

The Little Cash Grocery Faber's Cash &amp; Carry No. 3

5021 Newport Ave. Pt. Loma 129 2119 Bacon St. Phone Pt. Loma 248

PORK AND BEANS—Heinz, No. 1 can 9c, Del Monte No. 1 can 9c	Sauerkraut, Empson, No. 2 can 12c
Pineapple—Grated Del Monte No. 1 12c	Lima Beans, No. 2 can 18c
Pineapple—Sliced Point Loma No. 2 30c	Hominy, Foothill No. 2 15c
Corn—Grimes No. 2 can 12c	Fruit Salad, No. 1 can 35c
Tomatoes—Mission No. 2 can 12c	Salmon, Del Monte No. 1 tall can 25c
Tomatoes—Mission No. 1 can 9c	Salmon, Hunter No. 1 tall can 12c
Tomatoes—Mission No. 2 15c	Sardines, Oval can, tomato sauce
Asparagus Tips—Del Monte No. 1 38c	St. Regis 10c
Asparagus, whole, Del Monte No. 2 38c	Campbells Soup, per can 10c
Peas—Pay Day No. 2 can 12c	

Trade at Home, where prices are right. You pay no more here than  
in the city.  
Come right in and wait on yourself. We deliver all orders over \$5.00  
Free.

It's Not Far to a FABER Store

## SUNSET CREST

(Highest Point of Sunset Cliffs)

CHAS. M. WHEELER, Prop.

Cable St. and Orchard Ave.

Beautiful Cement Bungalows, four  
rooms with bath, completely furnished.  
\$45 per month Fireproof Garages

'Big Bill's'  
AUTO TOURS

Eight-Passenger Touring Car

FOR HIRE

At Any Time—Day or Night

5026 Newport Avenue

Fremont Club Cigar Store

Phone Point Loma 92

## Kodak Finishing

Enlargements—Copy Work and Coloring

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5019 Newport Avenue

Ocean ("Keep Boosting") Beach

## A.C. Kingsbury Realty Co.

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Rentals,

Residences,

Vacant Lots

For Sale

Phone, Point Loma 338-W

## CLASSIFIED ADS

ONLY A DIME A LINE

TERMS CASH

Rates, 10 cents per line, averaging six  
words to a line. No advertisement for  
less than 30 cents, all payable in Advance

LOST—100 feet new 3-4 in. hose, be-  
tween Ocean Beach and San Diego.  
Reward. Inquire O. B. Lumber Co.,  
5050 Newport Ave.

FOR SALE—Ford touring car, just  
like new, Bosch magneto, shock ab-  
sorbers, spot light, 1923 license,  
speedometer, \$135 extras, all for  
\$225. A. J. Allen, 4871 Newport Ave.

FOR SALE—Sixteen young laying  
Leghorn hens; lay about 65 per cent;  
\$1.00 each. 4755 Pescadero Ave.

IF YOU WANT to borrow money  
on Real Estate, address Leon Smith,  
P. O. Gen. Del., Ocean Beach, Calif.

WILL EXCHANGE year-old fe-  
male goat for six laying hens or three  
laying Muscovy ducks and three lay-  
ing hens. Ed Foster, Del Monte Ave.  
and DeFoe St., any time after 5 p. m.

WANTED—Permanent tenants;  
adults only, for modern furnished  
cottage on cliffs. Phone Pt. Loma  
46-W.

FOR SALE—Young Cornish Game  
rooster and laying hen, not quite a  
year old. 4829 Saratoga Ave.

WANTED—Wide-awake advertis-  
ing and subscription solicitors for city  
and suburban district. Apply The  
Beach News office.

"IT'S NOT FAR TO A FABER  
STORE"

ACRE LOTS AND  
HALF-ACRE TRACTS  
One Acre with Small Building.

Ask About Them  
G. W. BROOKS

Pacific Beach, Phone Pac. B. 48

ONLY "a dime a line" to sell your  
chickens and eggs through our Clas-  
sified Ads, cash rates.

STEPHEN  
BjarnsonCANDIDATE FOR  
Councilman  
Says:

"Ocean Beach is practically  
a City apart from San Diego.  
It should receive a greater por-  
tion of the taxes for its own  
improvement."

"I shall resist every attempt to  
have telephone toll charges be-  
tween San Diego and environs.  
Easy and cheap communication  
makes for social and commercial  
intercourse. An inventory and  
correct appraisal of the properties  
of public utilities serving us should  
be made, and thus base rates fixed  
on true valuations."

BJARNSON IS A THINKER—HE  
ANALYZES.HE IS A STUDENT OF MUNICI-  
PAL AFFAIRS

HE THINKS STRAIGHT

HE TALKS STRAIGHT

HE IS STRAIGHT

Ocean Beach Should go  
Solidly for  
STEPHEN BJARNSON

OCEAN  
BEACH

\$275—40x100, only 1 blk. car line.  
\$325—50x140, near Sunset Cliffs.  
\$325—50x100, on Muir St.  
\$350—50x140, on Cape May Ave.  
\$375—50x100, on Brighton Ave.  
\$450—50x100, on Lotus St.  
\$575—40x100, on Bacon St.  
\$650—50x100, 1 blk. car line.  
\$675—50x100, cor. Green and Ebers.

COTTAGE  
\$1650—New, up-to-date 3 rooms and  
bath. You could not build it, includ-  
ing lot, at the price.  
\$4750—Buys a 3-room and 4-room  
plastered cottage on corner lot. Both  
furnished and modern. Income.

Bert W.  
WenrichACROSS FROM THE MERRY-GO-  
ROUND. PHONE PT. LOMA 390-WFREE Crank Case Service, Tire, Water  
and Battery Tests  
O. B. Park Service Station

WILFRED SWARTS, Proprietor  
Auto Repairing of All Kinds  
ED BEDFORD, Mechanic  
Corner Cable and Voltaire Sts.

Phone Point Loma 49

Ocean Beach Lumber  
Company

H. H. REID & SON, Proprietors  
5050 Newport Avenue

Lumber, Cement, Roofing Paper,  
Paints, Hardware and House-  
hold Supplies

Lumber Estimates Cheerfully  
Given

## Dr. Earl L. Chappell

CHIROPRACTOR

Phones 663-21 San Diego, Cal.  
221 OWL DRUG BLDG.

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ISLAND  
REDS

Booking Orders From  
PRIZE-WINNING STOCK  
5050 SARATOGA AVENUE  
OCEAN BEACH, CALIF.  
SETTING OF FIFTEEN, \$1.50

Booking Orders For  
WHITE LEGHORN  
BABY CHICKS  
Hatch-Off Every Week  
FRED LOCKE  
Cor. Mendocina and Voltaire Sts.  
One Block East Car Line Switch

## Philip Mayer Co.

1957 Abbott Street

BEACH PRICES SAME AS CITY  
HOUSE WIRING  
GENERAL ELECTRICAL WORK

Under supervision of

FRED BYRUM of Ocean Beach  
F. J. CAYWOOD of Pacific Beach

Phone, Point Loma 311-W

Residence Phone, 53-R-K

## C. TOWNSEND BROWN

The Best Art Service For the Money  
Commercial Designs  
Posters, Signs  
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5050 NIAGARA AVENUE  
Ocean Beach California

READY TO DO ALL KINDS OF  
RAG WEAVING  
AND  
FLUFFY ART RUGS

AT REASONABLE PRICES

C. H. ORCUTT

2209 Chamberlain Court  
Near the Bridge OCEAN BEACH

Mention of The Beach News to our  
advertisers will be appreciated.



# Pacific Beach

**MRS. LUCY WOODWARD**  
Authorized Representative For  
**PACIFIC BEACH**  
Phone Pacific Beach 471  
1739 Hornblend Street  
Pacific Beach

Pacific Beach subscribers are kindly requested to ask for their paper every Saturday at the postoffice, as copies are duly mailed to everyone and unless called for will probably remain undelivered, hence several complaints recently.

## TEA PARTY

Miss Lenore Barrett gave an afternoon tea party Saturday at her home at Bay View apartments in honor of Mrs. Martha Carey of Minneapolis, who is now visiting her parents, Mr. and Mrs. J. J. Richert. There were present Mrs. Martha Carey, Miss Mary Scripps, Mrs. Pauline Edwards, Miss Marion Taylor and Miss Margaret Woods of San Diego, Mrs. Austin Brown and little son of La Jolla and Miss Lenore Barrett.

## SWEET SIXTEEN

Mr. and Mrs. J. M. Asher of Mission Beach entertained a party of young folks recently to celebrate their daughter Elizabeth's sixteenth birthday. There were sixteen guests present from Pacific Beach and San Diego. The evening was spent most enjoyably in games and dancing, followed by refreshments.

## P. B. READING CLUB

At the last meeting of the Reading club Miss Adelaide Hawley gave a most interesting talk on her travels in Cashmer, showing many beautiful souvenirs, embroideries and jewels. As it was Arbor Day, the club voted to send a letter to Mr. Luther Burbank. The hostess for the day was Mrs. E. E. Fancher.

## Visitor from China

Mrs. Beaudet, a millinery instructor recently from Shanghai, China, is staying with Mrs. Barrett, Bay View apartments. Previous to this Mrs. Beaudet visited Mrs. Barrett's daughter in Philadelphia. She relates many interesting experiences during her stay in the Orient.

## BIRTHDAY PENNIES

One of the most unusual and interesting episodes occurred at the meeting of the Sunday school when Miss Margaret Reed brought one hundred and five pennies as a donation celebrating the 105th birthday of her great grandfather, Dr. Joseph Songer Halstead of Breckenridge, Mo. Dr. Halstead's wife has also attained the ripe old age of 98 years.

## PERSONAL MENTION

We are glad to be able to report that Mrs. Carl Rogers has received better accounts of her father, Mr. Blair, of Breckenridge, Mo. Mr. Blair although still confined to his bed is decidedly better and not suffering such severe pain which was caused by a recent accident.

Mr. T. H. Jones of Del Mar has purchased 18 lots on Diamond avenue. The grading and leveling is to be begun at once and after its completion Mr. Jones plans to at once build a bungalow.

Mrs. Margaret Richert is entertaining as house guest Miss Margaret Young of Youngstown, Ohio.

Mrs. Richert and daughter, Mrs. Evan Carey, entertained at luncheon recently Mr. and Mrs. Ed Carey of Chippewa Falls, Wisconsin.

Mr. Joel Floyd made a business trip to Los Angeles recently.

Mr. and Mrs. Albert Pexaus who have recently returned from the Virgin Islands, where Mr. Pexaus was postmaster, are visiting Mr. and Mrs. Frank Knapp.

Mr. J. J. Richert has left for a ten days' business trip to Los Angeles and on to Modesto and further points north.

Rev. J. W. Millar's sermon next Sunday will be on the subject of a "Good Man's View of the Failures of His Life."

The C. E. Society met Sunday evening with Miss Margaret Reed as leader and the subject, the 91st Psalm, with the question suggested, "What is the most important game of hide and seek we can ever play?"

The Junior C. E. Society met Wednesday afternoon with Eleanor Gross as leader and the subject, "Lessons from the Beautitudes." The next meeting will be on the subject, "How to Improve the Meeting," in charge of Bentley Buck.

Mrs. Blanche Lane and three children who have been visiting Dr. and Mrs. Hollister are now staying with Mr. Lane's parents in East San Diego.

Mrs. Martha Carey entertained at dinner Saturday night Miss Mary Scripps, Mr. and Mrs. Austin Brown and Mr. Gardiner Corey of La Jolla.

# Dance to Music that Makes You Want to Dance

## BENBOUGH'S

# OCEAN BEACH PAVILION

## THE "GARDEN OF EDEN"

Dancing Every Thursday and Saturday Evening and Sunday Afternoon and Night

Good Music! Good Floor! Open All the Year.

## RINEHART SPEAKS

The Community League met Monday evening. Mr. Charles Rinehart, candidate for mayor, spoke, and Mr. Armstrong of the San Diego California Club spoke of the plans and projects of that organization. Mr. Roffe spoke of the newly organized Boy Scout troop and the league voted to share the expense of the use of the clubhouse for their meetings with the Reading Club. It was reported that the posts for making streets intersecting the boulevard had been delivered and that the work would proceed as soon as possible.

## P. T. A. MEETING

The Pacific Beach P. T. A. held a very satisfactory meeting Tuesday with a good attendance. Dr. Mary Ritter of La Jolla gave a most interesting and instructive talk to the girls and their parents on the subject of "Adolescence." Mrs. Daily, in charge of the milk distribution, reported as many as twenty-seven children already receiving milk and others planning to do so. The girls and boys separately reflected great credit on the musical training of Miss Mack by the manner in which they rendered several choruses. The next meeting will be held April 3, speaker and subject to be announced later.

Charles R. Woodward has sold to Mrs. Samuel and Mrs. Mogg ten lots on Ingraham street.

## Church News

### FIRST BAPTIST CHURCH

Rev. Rolla E. Brown, Pastor  
Residence, 4802 Coronado avenue.

Sunday—Worship and preaching at 11 a. m. and 7:30 p. m. Bible school at 9:45 a. m. Young People's Union at 6:30 p. m.

Wednesday—Meeting for social prayer and conference at 7:30 p. m. The public is cordially invited to these meetings.

### UNION CONGREGATIONAL CHURCH

Rev. Frederic J. Stoetzel, Pastor  
Church school at 9:45.  
Morning worship at 11.  
Evening worship at 7:30.

The fourth of a series of Lenten sermons on "Personal Religion" will be given by the pastor Sunday morning. The anthem, "Beneath the Cross of Jesus," by Berwald, will be given at this service.

The usual song service and short sermon at 7:30 p. m.

The new hymn books, which arrived early this week, will be used Sunday at both services. They are a gift of one of the churchmen of San Diego.

The Woman's Guild is to be held Tuesday, March 13, at 2 p. m. at the home of Mrs. Walter W. Roberts, 4867 Voltaire street.

A Saint Patrick's social will be given Friday evening, March 16. Irish songs, Irish speeches, Irish games, Irish eats will be engaged in. Everybody welcome.

### CATHOLIC CHURCH

(Corner Defoe Street and Santa Monica Avenue)  
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.

Week Days—Service at 8:00 a. m. At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

### TRINITY MISSION EPISCOPAL

Rev. George Wallace, D. D.  
Sunday school at 9:45 a. m.  
Morning service at 11.  
Sunday school and morning service held at 5006 Niagara avenue.

A CAKE CONTEST will be held Saturday, March 10, at 11 a. m. by the P. T. A. at 5011 Newport avenue for the building fund of a Community Hall.

Vote for the Library Bonds.

# O. B. DRY GOODS

## KEEP ON HELPING, FOLKS!

"STRONGHOLD" Khaki Cloth Men's Work Shirts \$1:25  
HAYNE'S Medium Weight Men's Union Suits, first-class goods; regular price \$1.75, sale price \$1:45  
THERMO Sport Sweater Coats, Marston's Price \$6.00 \$4:25  
OUR price

Just a Few to Clear for This

## HELP TO MOVE SALE

# GONZALES NURSERY

4975 Santa Monica Avenue Ocean Beach, California  
Large Assortment of Fruit Trees, Shrubbery, Plants, Fuchsias, Stocks, Begonias, Lillies, Roses, Vines and Flowers  
ALL HOME GROWN  
Landscape Gardening and Lawns a Specialty



## THE STAR CAR

\$558.75 Here  
MAINE GARAGE  
Newport Avenue  
Phone: Point Loma 382  
STORAGE SUPPLIES

## EDGAR F. HASTINGS

PIONEER POINT LOMA  
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Resident of Point Loma for Fifteen Years

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OPEN SUNDAY AFTERNOONS  
2 TO 5 P. M. : WHEN WEATHER PERMITS

FARE 5 CENTS TO EVERYBODY  
O. F. DAVIS & SON, Proprietors

## SMOKE HIGHWAY CIGAR

3 for 25c  
2 for 25c  
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FREMONT CLUB CIGAR STORE

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## SMOKE OCEAN BEACH SPECIAL

Five Cent Cigar

Sheet Stock  
Brass  
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No. 435 Bungalow Brown,  
\$3.50 Per Gallon

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No. 458 Coffee Brown,  
\$3.00 Per Gallon

### FLAT WHITE PAINT

No. 490—Per Gal. \$2.95

Residence Phone Point Loma 125-J Office Phone Point Loma 136

## FRED KENNER

DESIGNER and BUILDER  
ESTIMATES and PLANS  
FURNISHED  
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Estimates and Color Schemes  
Cheerfully Given  
4820 Narragansett Ave.  
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THOROUGH MILITARY INSTRUCTION  
CHRISTIAN INFLUENCES  
LAND AND AQUATIC SPORTS  
ENTIRE YEAR  
Located on Ocean  
Summer Session July 1 to September 1  
Phone, Pacific Beach 172  
CAPT. THOMAS A. DAVIS, Pres.

Phone: Point Loma 20-J

## SUNSET GARAGE

Crank Case Service

TURNER B. KLINE  
1916 Bacon Street

Ocean Beach, Calif.

# VOTE FOR RINEHART FOR MAYOR



## A BUSINESS MAN FOR MAYOR

CHARLES E. RINEHART combines those qualities of executive ability, character and aggressiveness that would make for progressive leadership.

Primary Election, Mar. 20

A vote for RINEHART is a vote for a busier San Diego.

# RINEHART FOR MAYOR

Headquarters

Bancroft Bldg.

First & Bdwy.